

REMARKS

Applicants respectfully request reconsideration of this application as amended.

Claims 1-26 remain in the application. Claims 1, 4, 5, 8, 13-14, 17, 19, 21- 22, and 24-25 have been amended to more particularly point out the invention. No claims have been canceled. Claims 27-33 have been added.

OATH/DECLARATION NEEDED

Applicants respectfully submit that the above-referenced application was filed with a correspondence address. Therefore, under 37 CFR §1.53(f), Applicants expected to be notified of the missing oath or declaration. A notice of missing parts was never received from the patent office for the above-reference application.

Hence, attached are a copy of the executed declaration for the above-referenced patent application and payment of the surcharge of \$130 for the late oath/declaration.

Accordingly, Applicants respectfully submit that the filing of above-referenced patent application is now complete and respectfully request a new filing receipt.

Rejections Under 35 U.S.C. 102(b)

Claims 1-6, 10-15 and 19-23 were rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,861,906 of Dunn et al. (“Dunn”).

Dunn discloses an interactive entertainment network system with a video-on-demand (VOD) application that allows the viewer to create a customized list of preferred video content programs, such as movies, games, TV shows, and so forth. (See col. 2, lines 24-27). Dunn discloses, at column 10, lines 26-33, that the initial series of video trailers (e.g., the default “new releases” trailers) may be replaced with a new series of

trailers by the viewer. “New releases” trailers are the default trailers initially presented to a viewer when the viewer enters the Video-on-Demand (VOD) application. (See column 6, lines 21-35).

Applicants respectfully submit that Dunn does not disclose each and every element of claims 1, 10, and 19. Specifically, Applicants submit that the new series of trailers replacing the default “new releases” trailers in Dunn does not equate to “dynamically changing a presentation order of a plurality of segments” as claimed. Dunn does not disclose that the order of the series of video trailers (or any other list of video programs disclosed in Dunn) might be dynamically changed based on one or more bookmark signals received from the viewer. In general, Dunn discloses a viewer may choose different criteria for grouping programs into manageable sets for a more selective review. However, Dunn not does disclose that the presentation order of a plurality of segments may be dynamically changed. That is, Dunn’s grouping of programs is not the same as dynamically changing the presentation order as claimed.

Accordingly, Applicants respectfully submit that Dunn does not disclose each and every element in claims 1, 10, and 19. Claims 2-6, 11-15, and 20-23 are dependent (directly or indirectly) on one of the claims 1, 10, and 19. Therefore, Applicants respectfully request the rejections to claims 1-6, 10-15, and 19-23 be withdrawn under 35 USC §102(b).

Rejections Under 35 U.S.C. § 103(a)

Claims 7-9, 16-18 and 24-26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,861,906 of Dunn et al. (“Dunn”).

As articulated above, claims 1, 10, and 19 are patentable over Dunn. Claims 7-9,

16-18 and 24-26 are dependent one of the claims 1, 10, and 19. Accordingly, Applicants respectfully submit that claims 7-9, 16-18 and 24-26 are patentable at least for the reasons stated above from claims 1, 10, and 19. Therefore, Applicants respectfully request the rejection to claims 7-9, 16-18 and 24-26 be withdrawn under 35 USC §103(a).

New Claims

New claims 27-33 include elements similar to those discussed above including dynamically changing a presentation order of a plurality of segments for presentation to a viewer as claimed. Accordingly, Applicants respectfully submit that claims 27-33 are patentable at least for the reasons stated above for claims 1-26.

CONCLUSION

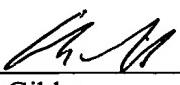
Applicants respectfully submit that the rejections have been overcome by the amendments and remarks, and that the Claims as amended are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the Claims as amended be allowed.

If there are any additional charges, please charge Deposit Account No. 02-2666 for any fee deficiency that may be due.

Respectfully submitted,

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